

Style in Non-Fiction Books: The Subtle Art of Not Giving a F*ck by Mark Manson

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Abstract

*The Subtle Art of Not Giving a F*ck* by Mark Manson is a popular non-fiction work that conveys life messages in an honest, assertive, and sarcastic manner. This study aims to describe the style of language in the book from three aspects: word choice, tone, and sentence structure. The study uses a qualitative descriptive method with qualitative analysis. Data was collected through a literature review of the book, then analysed through the stages of data condensation, data presentation, and conclusion drawing. The theoretical framework refers to Gorys Keraf's concept of language style, which includes classification based on word choice (formal, informal, conversational), tone (simple, noble, middle), and sentence structure (climax, anticlimax, repetition, parallelism, antithesis). The results of the study shed light that the sentence structure aspect is the most dominant with 35 data points, followed by word choice (33 data points) and tone (30 data points). The word choice tends to be straightforward and reflective, the tone is casual yet serious, while the sentence structure is used strategically to reinforce the message and emotion. These findings indicate that style is the author's main tool in conveying ideas effectively and communicatively. The distinctive style, which is direct, straightforward, and full of honesty, makes it easier for readers to understand and resonate with the reflective messages in this book. This study is expected to serve as a reference in the study of language style in popular non-fiction texts.

Keywords: Non-fiction, Style, Tone, Sentence Structure, Word Choice.

1. Introduction

Language can be understood as a structured communication system, in which individuals use a series of spoken sounds or vocal symbols as the primary means of conveying meaning. In addition to relying on spoken sounds, this communication system is often supported or enriched by nonverbal expressions in the form of concrete and tangible body movements such as hand gestures, facial expressions, or body posture that serve to clarify, emphasise, or complement the message conveyed verbally. Language is a communication system that uses arbitrary vocal symbols (spoken sounds), which can be reinforced by tangible physical gestures (Oktaviani & Nursalim, 2021). Through language, the realities of life, including the tension between social expectations and personal experiences, can be expressed, questioned, and even challenged. In writing, the function of language often goes beyond simply conveying information; it becomes a critical mirror of how society understands happiness, responsibility, and the meaning of life.

One work that reflects this is Mark Manson's *The Subtle Art of Not Giving a F*ck*. This book not only presents a philosophical view of selectivity in choosing things that are worth worrying about, but also represents a struggle of values in the midst of modern culture, which tends to demand productivity, excessive positivity, and unlimited emotional openness.



The language in this book not only serves as a medium for conveying information or entertainment, but can also be a medium for reflecting on modern social values and social and cultural realities (Sylvia & Syarifudin, 2023). In this context, the language used by the author has a strong connection to social, cultural, and other aspects of life, as well as experiences that continuously influence his behaviour towards various dimensions of life.

The uniqueness of Mark Manson's book *The Subtle Art of Not Giving a F*ck* is evident in its choice of words and straightforward, sharp, and easy-to-understand delivery of messages. This book avoids the use of long-winded language, so that the messages conveyed feel closer and more relevant to the reader. With a relaxed but firm style of language, the content of the book is able to convey ideas directly and without beating around the bush. This style of language not only makes it easy for readers to understand the content of the book, but also makes them feel more connected to the ideas being conveyed. This is what gives this book its special appeal, even though the style of language used is not without criticism and controversy.

However, the use of language in this book also has shortcomings that could potentially influence the perceptions of some readers. One thing that may cause debate is the concept of not caring, which is considered controversial by some circles. This idea has been criticised because it is considered to risk triggering selfish behaviour or reducing a sense of social responsibility. The strategy of conveying messages that tend to emphasise independence and reduce the focus on social obligations may provoke criticism from individuals who prioritise social and collective values. Thus, although the style of language used is able to create an effective message, the message itself can be perceived differently by readers with diverse backgrounds and values.

The style of language in this book is unique in its use of eloquent, sarcastic diction and consistent idea structure. The use of casual yet assertive language conveys the message clearly, directly, and in a way that is easy for readers to understand. Style is a way of expressing beautiful language through thought. Style reveals the soul and personality by comparing one thing to another (Ibrahim, 2015). The main focus of this study is to analyse the style of language in Mark Manson's book *The Subtle Art of Not Giving a F*ck* from three specific aspects.

This research is important to identify how style of language plays a role in conveying effective messages and creating emotional connections. In addition, style of language can provide additional meaning that reflects social and cultural values in modern society, which is at the core of Manson's messages. By understanding this aspect, the study is expected to contribute to the study of how the style of language in non-fiction works can create a broader meaning than simply conveying information. This study enriches the study of style in non-fiction works, especially those with social and cultural relevance.

This study differs from previous studies, which generally focused more on analysing the style of language in works of fiction (Ibrahim, 2015; Hardianto et al., 2018). This study applies the theory proposed by Gorys Kerat on style. Style is a characteristic of a writer or speaker in expressing ideas, either verbally or in writing. The elements that form style include word choice (diction), sentence structure, the use of figures of speech, and the intonation and rhythm used in conveying a message.

2. Literature Review

Style can be defined as the way an individual or group uses language in a distinctive manner, characterised by their choice of words, sentence structure, and intonation or tone. Style is a technique used in stringing words together to convey ideas, experiences, and thoughts with the aim of influencing and persuading the reader or listener (Setiyaningsih, 2019). Style can be studied from various perspectives, making it difficult to establish a universal and widely accepted classification. According to (Keraf, 2006) There are four types of language styles, as follows:

2.1. Style Based on Word Choice

This style of language focuses on accuracy and relevance in various situations. Word choice is a crucial element, both in writing and in everyday conversation (Arifin & Tasai, 2004). Word choice is not merely a matter of selecting technically correct words, but must also consider their suitability to the context and meaning (Finoza, 2010). In linguistics, style can be categorised into several types, as follows:

- 1) Formal language style is a complete form of language, meaning that it covers all aspects of linguistic expression.
- 2) Informal language style, in contrast to formal language style, is more relaxed and less rigid, and is usually found in informal or semi-formal situations.
- 3) Conversational language style is a form of language use that relies on common vocabulary commonly used in everyday interactions.

2.2. Style Based on Tone

The arrangement of words in a discourse can create certain impressions or suggestive effects, including stylistic language based on tone. Based on the intonation used, stylistic language can be classified into the following three types:

- 1) Simple style is a form of language that prioritises clarity, simplicity of structure, and ease of understanding for listeners or readers.
- 2) Eloquent and powerful style is a form of language used in communication situations that aim to inspire enthusiasm, influence emotions, and encourage action from listeners.
- 3) A moderate style is a type of language delivery that aims to create a warm, peaceful, and calming atmosphere.

2.3. Style Based on Sentence Structure

The style of language determined by the structure or pattern of sentences used in conveying ideas is called stylistic language based on sentence structure. This style focuses on how the author constructs sentences, both grammatically and rhetorically, to create a certain effect.

- 1) Climax is a figure of speech that originates from periodic sentence structure and is characterised by the sequential arrangement of ideas, where each idea presented is of increasing importance compared to the previous one.
- 2) Anticlimax is a figure of speech that originates from a periodic sentence structure and is characterised by the sequential arrangement of ideas, where each idea presented has a higher level of importance than the previous one.
- 3) Parallelism is a figure of speech that emphasises harmony, utilising words or phrases that have equivalent functions in a balanced sentence structure.
- 4) Antithesis is a figure of speech that expresses opposing concepts by utilising specific words or phrases with opposing meanings to emphasise the difference in a statement.

- 5) Repetition is the repetition of sounds, words, syllables, or phrases in parts of a sentence that are considered important.

3. Methods

This study uses a descriptive analysis method with a qualitative research type to examine language style, including diction, tone, and sentence structure. In this study, the data representing language style includes language style based on word choice, language style based on tone, and language style based on sentence structure, in the form of quotations obtained from the non-fiction book *The Subtle Art of Not Giving a F*ck* by Mark Manson. The book has 246 pages and was officially published by PT Gramedia Widiasarana Indonesia in 2018.

In the data collection process, this study utilised a literature review or bibliographic research. According to Zed (2017) There are four steps in conducting literature research. First, prepare tools such as highlighters and sticky notes. Second, compile a working bibliography containing the main source materials used as references in the research. Third, manage your time by reading the entire book and noting down important quotations related to the research focus. Finally, read and take research notes. This step is done to facilitate the data analysis process and support the accuracy of the research results.

This study applies qualitative data analysis techniques as its data processing method. According to Miles et al. (2014), qualitative data analysis consists of four stages. First is data condensation, which begins at the data collection stage, namely by marking important quotations, coding them according to specific categories, and grouping the data according to the analysis theme. Second is data presentation. In this study, the data is presented in table or matrix format, which groups quotations according to categories of stylistic aspects. Finally, conclusions are drawn and verified based on an analysis of the style of language in Mark Manson's book *The Subtle Art of Not Giving a F*ck*, particularly in terms of word choice, tone, and sentence structure, which demonstrate consistency with the message being conveyed.

4. Results and Discussion

4.1. Research Results

Three aspects are described in the research results, including style based on diction or word choice, tone, and sentence structure. Various forms of these styles are found in Mark Manson's book '*The Subtle Art of Not Giving a F*ck*.' Each finding will be described in a structured manner following the sequence of the problem formulation.

4.1.1. Style Based on Word Choice in Mark Manson's Book *The Subtle Art of Not Giving a F*ck*

The results of this study explain that there are three styles of language based on word choice, as described below.

A. Formal Language Style

Formal language style is a form of language that is conveyed in its entirety, covering linguistic aspects in its delivery. This type of style is usually used in formal contexts or situations. Based on the definition of formal language style, there are three forms of formal language usage. First, the use of neutral and formal words. Second, sentences are structured

systematically. Third, reflective messages are conveyed in a straightforward manner. This can be seen in the excerpt below.

“Pain, in all its forms, is our body’s most effective means of spurring action.”
(Manson, 2016: 32)

The quotation uses neutral and formal diction to convey the universal concept of the function of pain, with language that is far from emotional or dramatic, but rather descriptive and objective, like a scientifically acceptable statement that can be rationally accepted. Simple yet formal words are chosen to frame both physical and emotional pain not as something purely negative, but as a functional and important mechanism in human life. This style of language reflects an objective and detached attitude, directing our understanding of pain from a logical and neutral perspective, rather than merely an emotional reaction. Structurally, the sentence consists of the subject ‘pain, in all its forms’, the predicate “is”, and the complement ‘the most effective tool our body has to prompt action’, which together emphasise that pain functions as a natural signal to prompt action. In a physical context, pain warns of danger or damage so that it can be responded to immediately; in the emotional realm, feelings such as disappointment, sadness, or anger indicate unmet psychological or social needs. Thus, although unpleasant, pain has an important purpose in encouraging movement, learning, improvement, and growth as individuals. This message is conveyed in a straightforward and direct manner, without complex metaphors, reinforcing the impression that the ideas expressed are the result of mature thinking that can be intellectually justified.

B. Informal Style

Informal language is generally used in casual situations or in activities that are not too formal. Based on the definition of informal language style, there are three forms of informal language usage. First, the use of casual and expressive everyday vocabulary. Second, sentences are structured directly and simply. Third, creating a familiar impression and facilitating the delivery of criticism and views on life in a straightforward and open manner. This can be seen in the excerpt below.

“I actually don’t know what it means, yeah, but screw it.” (Manson, 2016)

This quote uses casual, expressive language that is very close to everyday conversation, especially through the use of two distinctive expressions, ‘yeah’ and ‘whatever’. The presence of the word ‘yeah’ in the middle of the sentence does not serve to convey new information, but rather resembles a natural pause in informal conversation, creating an impression of spontaneity and familiarity. This expression gives the impression that not everything needs to be taken too seriously; it is okay to be confused, not know something, or admit it without feeling ashamed. Meanwhile, the phrase ‘bodo amat’ is the core of the message, not just an attitude of indifference, but a philosophical statement about the freedom to choose what is worth paying attention to. In this context, the expression rejects social pressure to always appear knowledgeable, correct, or perfect, emphasising instead the courage to let go of non-essential things and allow them to pass without excessive response. This informal, humorous, and seemingly spontaneous style of language creates emotional closeness, as if the conversation is taking place between two friends who understand each other. Behind the simple and relaxed impression lies a sharp criticism of the culture of perfectionism and pretence in modern society, where individuals are often forced to present themselves as competent and in control of everything. By laughing at one’s own ignorance and choosing a

relaxed attitude, this quote opens up a space for honest and pressure-free reflection, showing that honesty, simplicity, and the courage to not care about unimportant things can be a more authentic and even stronger way of understanding and living life.

C. Conversational Style

Conversational style is a style of language that uses words commonly used in everyday life. Based on the definition of conversational style, there are two forms of conversational style usage. First, it displays friendly and natural interactions, such as in conversation. Second, the use of conversational style reinforces an authentic and emotional impression. This can be seen in the excerpt below.

“We’re going to lawyer the fuck up and go after this asshole. Why? Because I don’t give a fuck. I will ruin this guy’s life if I have to” (Manson, 2016)

The quote shows a very intimate and natural interaction through a direct, emotional style of language that resembles everyday conversation. The use of the word ‘we’ creates a sense of togetherness, as if inviting the other party to enter into the situation at hand, rather than simply observing from a distance. The sentences are simple, straightforward, and informal, making them feel spontaneous and authentic, like real dialogue. Crude expressions such as ‘bastard’ reinforce the emotional nuances of anger, resentment, or frustration that commonly arise in human conversation when under pressure or in conflict, making the character’s voice feel alive and convincing. The rhetorical question ‘*tahu mengapa?*’ (do you know why?) deepens the impression of direct dialogue, as it not only conveys anger but also invites a mental response, as if there is room for an exchange of ideas despite the tension. The short, concise, and determined sentence structure reinforces the tense atmosphere while emphasising the intensity of the emotions that are raging. This conversational style successfully presents characters who are whole and human, while removing the barrier between the narrative world and real experience. As a result, emotional involvement becomes more profound, not because of a narrative embellished with rhetoric, but because of the honesty of expression that arises from language that is crude, blunt, and uncontrived. Thus, this quote not only conveys conflict, but also brings to life the emotional dynamics that make the situation feel real and evoke psychological involvement.

4.1.2. Style Based on Tone in Mark Manson's Book *The Subtle Art of Not Giving a F*ck*

The results of this study reveal that there are three styles of language based on tone of voice found in Manson's book *The Subtle Art of Not Giving a F*ck*. The following is an explanation of the three styles of language based on tone of voice.

a. Simple Style

Simple style is a way of communicating that emphasises clarity of meaning, uncomplicated sentence structure and ease of understanding. Based on the definition of simple style, there are two forms of simple style usage. First, this style uses direct, straightforward, and uncomplicated sentences. Second, this style subtly reinforces the delivery of reflective and critical messages. This can be seen in the excerpt below.

“I have one of two choices — stay in the post office and go crazy ... or stay out here and play at writer and starve. I have decided to starve.” (Manson, 2016)

The style of language in the above quotation is characterised by direct, straightforward sentences without rhetorical embellishment which composed simply, to the point, and far from figurative language or convoluted structures. Life's dilemmas are conveyed explicitly through two choices stated with brutal honesty: 'working at the post office and going mad' versus 'becoming Mark Manson and starving'. There are no metaphors, similes, or attempts to sugarcoat reality; it is precisely in this bluntness and simplicity that the narrative gains its emotional power. The meaning is not obscured or left hanging for the reader to guess, but is revealed openly, so that the inner turmoil and radical decisions made feel immediately real. The contrast between the two choices of losing one's sanity for stability or choosing starvation for freedom is presented without excessive dramatisation, but precisely because of this, the message becomes sharper and more poignant. The phrase 'I'd rather starve' serves as a subtle affirmation of an attitude that prioritises self-respect and personal autonomy amid social pressure to surrender to false comfort. This honest, natural, and non-preachy style of delivery not only clarifies the inner conflict, but also conveys a profound social critique: that the system often forces individuals to choose between freedom and survival, without allowing room for both.

b. Noble and Powerful Style

A noble and powerful style of language is one that is typically used in communication aimed at inspiring enthusiasm. Based on the definition of simple style, there are two forms of noble and powerful language. First, this style uses strong and direct sentences. Second, this style uses expressions that raise awareness and encourage deeper thinking. This can be seen in the excerpt below.

"Pain is an inextricable thread in the fabric of life, and to tear it out is not only impossible, but destructive: attempting to tear it out unravels everything else with it."
(Manson, 2016)

The above quote uses strong, direct, and confident language to convey the central idea of pain as an integral part of human life. Pain is described as 'the marvellous weave that forms the fabric of life', a metaphor that emphasises that painful experiences, both physical and emotional, are not external disturbances that can be avoided, but rather structural elements that help shape a person's identity, meaning and depth of life. Furthermore, the statement that 'tearing that fabric is not only impossible, but would also destroy it' emphasises that attempts to completely eradicate or avoid pain are not only unrealistic, but also have the potential to destroy the integrity of life itself. This assertive and reflective style of language not only conveys the message clearly, but also awakens awareness to view pain not as an enemy to be fought, but as a natural part that gives shape and strength to life experiences. Thus, this quote invites a wiser understanding that accepting pain not passively, but with awareness of its role, is an important step in building a whole and meaningful life.

c. Moderate Style

A moderate style of language is a form of language that aims to create a warm, pleasant, peaceful and soothing atmosphere. Based on the definition of a moderate style, there are two forms of moderate style usage. First, this style conveys ideas in a realistic and reflective manner without sounding patronising. This can be seen in the quote below.

"Happiness comes from solving problems. The keyword here is 'solving.' If you're avoiding your problems or feel like you don't have any problems, then you're going to make

yourself miserable. If you feel like you have problems that you can't solve, you will likewise make yourself miserable. The secret sauce is in solving the problems, not in not having problems in the first place." (Manson, 2016)

Mark Manson's style of delivery in the quote displays a realistic and reflective attitude that is far from patronising, as he conveys life's truths with honesty and candour, without imposing moral advice or heavy language. He emphasises that true happiness does not come from the absence of problems, but from the ability to solve those problems oneself, a view that acknowledges that problems are a natural and inevitable part of life. Statements such as 'if you try to avoid your problems or feel as if you have no problems at all, you will make yourself miserable' show that avoidance actually breeds suffering, not relief. His sentences are simple, direct, and easy to understand, yet rich in meaning, so that his ideas feel familiar, down-to-earth, and invite constructive self-reflection rather than judgemental assessment. The emphasis on the word 'solve' is key: happiness does not come from an ideal situation, but from the active process of facing and overcoming challenges. With a conversational style reminiscent of a chat between friends, Manson creates a soothing yet liberating atmosphere, as he does not promise a world without problems, but rather offers a new way of looking at them. In this perspective, the meaning of life is found not in tranquillity without trials, but in the struggle itself, in the sincere effort to overcome, learn, and grow through every difficulty encountered.

4.1.3. Style Based on Sentence Structure in Mark Manson's Book *The Subtle Art of Not Giving a F*ck*

According to the results of the study, there are five styles of language based on the sentence structures found in Manson's book *The Subtle Art of Not Giving a F*ck*. The following is an explanation of the five styles of language based on sentence structure.

a. Climax

Climax is a figure of speech that originates from periodic sentence structure and is characterised by the sequential arrangement of ideas. Based on the definition of climax, there are two forms of climax usage. First, this style uses a sentence structure in which the intensity of meaning increases gradually. Second, the use of climax emphasises the main point. This can be seen in the following excerpt:

"His work was horrible, they said. Crude. Disgusting. Depraved" (Manson, 2016)

The above quotation uses a climactic style through a series of sentences whose meaning gradually intensifies to reinforce the criticism of a piece of writing. It begins with a general but already negative assessment, 'very destructive', and then deepens sequentially through a series of short words, 'crude', "disgusting", and finally 'immoral'. Each word not only adds another layer of condemnation, but also raises a different dimension: the word 'crude' highlights the crudeness of form or style, the word "disgusting" evokes an intense emotional reaction of revulsion, and the word 'immoral' points to a violation of ethical values and social norms. This arrangement creates a fast, sharp, and progressive rhythm, so that readers feel an escalation from a mere aesthetic assessment to a firm moral rejection. By utilising this kind of climax, the criticism not only feels more emotional and urgent, but also difficult to ignore because it touches on various technical, emotional, and ethical aspects—while emphasising that the writing being criticised is not only bad, but truly despicable in all its dimensions.

b. Anticlimact

The anticlimactic style is a form of conveying ideas in stages, beginning with the main idea that has the highest priority, followed by ideas with lower levels of significance. Based on the definition of anticlimax, there are two forms of anticlimax usage. First, anticlimax creates a decreasing effect in meaning from serious statements to light-hearted ones. Second, anticlimax makes serious messages more honest and easier to understand. This can be seen in the following excerpt.

“Because here’s another sneaky little truth about life. You can’t be an important and life-changing presence for some people without also being a joke and an embarrassment to others. You just can’t. Because there’s no such thing as a lack of adversity. It doesn’t exist. The old saying goes that no matter where you go, there you are. Well, the same is true for adversity and failure. No matter where you go, there’s a five-hundred-pound load of shit waiting for you. And that’s perfectly fine. The point isn’t to get away from the shit. The point is to find the shit you enjoy dealing with” (Manson, 2016)

This quote from Mark Manson uses an anticlimactic style, marked by a gradual shift from a serious tone to a light and humorous one. The opening sentence, that one cannot become an important figure without first becoming a laughing stock, contains a reflective meaning about sacrifice and struggle in achieving meaning in life. This statement is then followed by a realistic acknowledgement that no one is perfect and that difficulties are an inevitable part of life. However, instead of ending with dramatisation or heroic advice, the quote closes with a relaxed but explicit sentence: “No matter where you go, there will be 300 kilograms of difficulties waiting for you. And that’s okay.” This ending becomes a deliberate anticlimax that eases the previous tension, shifting the focus from a heavy burden to calm and even humorous acceptance. The honest style of delivery, without dramatisation or illusions of perfection, actually makes the heavy message feel lighter and easier to accept. This anticlimax does not weaken the meaning, but rather strengthens it in a human way, inviting us not to fear difficulties, not to be burdened by the pressure to always succeed, and to learn to live life with a realistic, open attitude and a little humour. The result is a message that feels sincere, relevant and touching, while encouraging fortitude without the need to pretend to be strong.

c. Parallelism

Parallelism is a figure of speech that emphasises balance by using words or phrases that have the same function. Based on the definition of parallelism, there are two forms of its use. First, parallelism is used to emphasise the main idea through the repetition of words or phrases. Second, parallelism creates continuity and fluency in writing. This can be seen in the quotation below.

“Our culture today is obsessively focused on unrealistically positive expectations: Be happier. Be healthier. Be the best, better than the rest. Be smarter, faster, richer, sexier, more popular, more productive, more envied, and more admired.” (Manson, 2016)

Mark Manson's quote uses parallelism through the repetition of the structure ‘Be more’ such as happier, healthier, smarter, richer, and so on to describe the pressure of modern culture that is obsessed with perfection. This repetitive pattern creates a smooth rhythm, but it also emphasises how many demands must be met in order to be considered sufficient in society. Rather than simply being a list of positive aspirations, this series reveals the

exhausting psychological burden of ever-increasing standards, endless comparisons, and the illusion that happiness depends on external achievements. Through this parallelism, Manson not only critiques performance culture but also demonstrates how the demand to always be more leaves people feeling perpetually inadequate, making this linguistic style a sharp and meaningful rhetorical tool.

d. Antithesis

The antithesis style expresses opposing concepts by utilising specific diction or phrases that convey opposition in order to emphasise the differences in a statement. Based on the definition of antithesis, there are two forms of antithesis usage. First, antithesis clarifies the contrast between two opposing things. Second, antithesis affirms ideas and encourages readers to think critically. This can be seen in the quote below.

“I have one of two choices — stay in the post office and go crazy ... or stay out here and play at writer and starve. I have decided to starve.” (Manson, 2016)

The above quote uses antithesis to describe the sharp inner conflict between two extreme choices: ‘staying at the post office and going mad’ versus ‘becoming Mark Manson and starving’. The two sides are diametrically opposed: one offers financial security but sacrifices mental health, while the other maintains freedom and self-identity despite the risk of starvation. The closing sentence, ‘I’d rather starve,’ reinforces the choice of an authentic life over soul-destroying comfort. This antithesis not only highlights the apparent difference between stability and risk, but also reveals the inner struggle between enduring coercion and daring to live according to one’s personal values. Through stark contrast, this quote invites deep reflection on the meaning of success, happiness, and the price one is willing to pay to be oneself, without offering the illusion of a perfect choice, but rather affirming that every path has consequences, and courage lies in the awareness of choosing it.

e. Repetition

The repetition of sounds, syllables, words, or certain parts of a sentence that are considered important is a characteristic of the style of repetition. Based on the definition of repetition, there are two forms of repetition. First, repetition emphasises important concepts so that they are easier to understand and remember. This can be seen in the quotation below.

“You get anxious about confronting somebody in your life. That anxiety cripples you and you start wondering why you’re so anxious. Now you’re becoming anxious about being anxious. Oh no! Doubly anxious! Now you’re anxious about your anxiety, which is causing more anxiety.” (Manson, 2016)

The repetition of the word ‘anxious’ in the quote is not merely a simple repetition, but a technique that effectively illustrates how anxiety turns into a self-reinforcing cycle. Sentences such as ‘You feel anxious when you have to face someone,’ then ‘now you are starting to feel anxious because you are anxious,’ and then ‘now you are anxious about your anxiety, which makes you even more anxious’ show an escalation in which the initial anxiety not only persists but becomes a source of new anxiety. Through this repetition, it becomes clear that anxiety is no longer just a response to external situations, but has turned into a focus of the mind that keeps spinning and worsening itself. This repetitive rhythm makes the reader feel the intensity, chaos, and difficulty of getting out of the circle. In this way, the concept of

layered anxiety that triggers and exacerbates itself becomes very real, easy to understand, and evokes empathy for the emotional pressure experienced by anyone trapped in this spiral.

4.2. Discussion

Based on the results of the previous analysis, the researcher will further elaborate on the style of language related to word choice, tone of voice, and sentence structure, which will be described as follows.

4.2.1. Style Based on Word Choice in Mark Manson's Book *The Subtle Art of Not Giving a F*ck*

Based on the results of the analysis, Mark Manson uses a highly varied style of language, which can generally be divided into three main types: formal language, informal language, and conversational language. Mark Manson uses formal language when he conveys big ideas that are philosophical or reflective in nature. Formal language is characterised by its completeness and is typically used in formal situations such as speeches, as well as by people who are expected to be able to use it well and maintain it (Hardianto et al., 2018). In contrast, in other parts of the book, Mark Manson uses an informal style of language, which contrasts sharply with the formal style. This informal style of language is characterised by the use of casual, expressive everyday vocabulary. Informal language is a type of language used in standard speech, where the choice of words is easy to understand and feels relaxed and not stiff (Arman et al., 2023).

Furthermore, Mark Manson's conversational style of writing strengthens the emotional connection between the content of the book and the reader. This style resembles everyday conversation, with short, spontaneous, and very natural sentences. The conversational style of writing uses everyday conversational words (Arman et al., 2023). Thus, this discussion is in line with previous findings regarding style based on word choice as proposed by Gorys Keraf in his research (Hardianto et al., 2018). Likewise, this study further deepens our understanding of language style based on word choice, namely formal language style, informal language style, and conversational language style, which have not been explored in depth by previous studies (Hardianto et al., 2018).

4.2.2. Style Based on Tone in the Non-Fiction Book *The Subtle Art of Not Giving a F*ck* by Mark Manson

Based on the results of the analysis, Mark Manson uses a variety of language styles that can be classified according to tone. A simple style aims to make the message or information easily understood by the listener. Based on the results of the analysis, Mark Manson uses a variety of language styles that can be classified according to tone. A simple style aims to make the message or information easily understood by the listener (Rosmita, 2024). Mark Manson does not use flowery language, complex metaphors, or difficult-to-understand technical terms. Instead, he chooses to convey his ideas in an honest, open, and straightforward manner. Mark Manson also demonstrates a noble and powerful style, particularly when he aims to encourage action or awaken self-awareness. This style of language is capable of evoking enthusiasm and motivation, and is often used to drive specific actions or changes (Arman et al., 2023). Meanwhile, Mark Manson uses a moderate style to create a calmer, more peaceful and soothing atmosphere. A moderate style of language is chosen to gain the sympathy of the audience through friendly and gentle delivery (Hardianto et al., 2018).

Based on the analysis, Mark Manson uses three styles of language based on tone: simple style, noble and powerful style, and middle style. The most dominant simple style (15 data points) is characterised by straightforward, clear, and to-the-point sentences, making

the message easy to understand. The noble and powerful style (9 data points) is used to motivate, raise awareness, and encourage a change in mindset with a strong and determined tone. Meanwhile, the moderate style (6 data points) has a softer and calmer tone, creating a reflective atmosphere that gives readers space for deep contemplation. Therefore, this discussion is in line with previous findings on language styles based on tone as described by Gorys Keraf in research conducted by Ratnatika (2022). Nonetheless, this study further our understanding of simple styles, intermediate styles, and noble and powerful styles, which have not been explored in depth by previous studies (Ratnatika, 2022).

4.2.3. Language Style Based on Tone in the Non-Fiction Book *The Subtle Art of Not Giving a Fck** by Mark Manson

Based on the results of the analysis, Mark Manson uses a variety of styles based on sentence structures that reinforce his message and writing style. Mark Manson uses the climax style to build tension and reinforce his message through a sequence of sentences whose meaning gradually increases. The anticlimax style is used when Manson wants to create a relaxing effect of decline or surprise after discussing something heavy or serious. The climax style is a type of language style that contains a sequence of thoughts, each of which is increasingly important from the previous ideas. Meanwhile, anticlimax is a language style that arranges ideas in sequence from the most important to the least important (Agustin et al., 2020). Parallelism then became one of the hallmarks of Mark Manson's writing because it provided rhythm and regularity in his delivery. Next, antithesis was used to show two contrasting ideas in a single sentence. Finally, repetition was used to emphasise important ideas and make them easier to remember.

Parallelism is a stylistic device that aims to achieve similarity in the use of words that have similar pragmatic functions in a clause or sentence. Furthermore, antithesis is a stylistic device that presents conflicting ideas. Finally, repetition is the repetition of syllables, sounds, words, or parts of a sentence that are considered important (Arman et al., 2023). Based on the analysis, Mark Manson in *The Subtle Art of Not Giving a F*ck* uses five styles of language, with climax being the most dominant, 9 data points, parallelism and antithesis each with 7 data points, and anticlimax and repetition each with 6 data points. Thus, this discussion is in line with previous findings regarding style of language based on sentence structure as proposed by Gorys Keraf in his research (Rosmita, 2024). However, this research offers a deeper lens through which to understand language style based on structures that have not been explored in depth by previous studies (Rosmita, 2024).

5. Conclusion

Based on the findings presented, it is evident that Mark Manson's book *The Subtle Art of Not Giving a F*ck* reveal a rich, complex and effective style of language in conveying its message. Firstly, the style of language based on word choice consists of formal, informal and conversational styles, which are able to create a sense of formality, emotional closeness and natural interaction.

Secondly, the language style based on tone consists of simple, noble and powerful, and moderate styles, which are able to convey messages straightforwardly and raise awareness. Thirdly, the language style based on sentence structure consists of climax, anticlimax, parallelism, antithesis and repetition, which are able to reinforce the emphasis of meaning, create contrast, and build rhythm and a deep emotional impression for the reader.

These findings highlight the potential for a hybrid formal-informal approach in modern self-help to effectively connect with readers. However, as this analysis is confined to

a single work, its broader applicability remains uncertain. Future studies should compare these stylistic patterns across a wider range of texts within the genre to validate and contextualize these results.

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